

EXPLORE THE COAST OVERNIGHT PROGRAM

The Explore the Coast Overnight Program was created to expand opportunities for all Californians to stay on the coast. It aims to:

- Help improve existing and develop new lower-cost coastal accommodations.
- Ensure that new or renovated coastal accommodation projects are available to low-income and middle-income Californians and organizations that serve under-resourced communities.
- Support innovative pilot projects.
- Create and preserve a variety of lower-cost coastal accommodations.
- Maintain and increase the stock of lower-cost coastal accommodations on coastal public lands and land owned by non-government organizations and private entities.

CREATING OVERNIGHT OPPORTUNITIES

Creating more hostels, hotels, cabins and campsites is central to the Explore the Coast Overnight Program, but the Program also intends to overcome other barriers that prevent Californians from staying overnight at the coast. We support efforts to address social and cultural barriers, logistical obstacles, and costs. Priorities include:

TACKLING CULTURAL & SOCIAL BARRIERS

- Adapt programs and facilities to incorporate input from target populations.
- Utilize environmental education programs to build knowledge of, and comfort in, the outdoors and nature.
- Invest in environmental leadership training for youth and young adults, and provide internship and job opportunities to increase diversity in the existing outdoor industry.
- Market and outreach with culturally relevant information for different groups of people.
- Incorporate accurate cultural interpretation into program operations and cultural sensitivity training for staff.

TACKLING LOGISTICAL OBSTACLES

- Implement reservation system improvements and incorporate set-asides to reduce the pressures of reservation competition and ensure access to reservations.
- Establish transportation programs and shuttle services to link neighborhoods or communities to the coast.
- Partner with existing organizations that already offer affordable outdoor recreational programs.

TACKLING COST BARRIERS

- Use flexible fee programs to provide discounts, vouchers, and coupons to low-income individuals or groups for lodging.
- Offer financial incentives to existing or potential developers to encourage development of lower-cost coastal accommodations.
- Prioritize funding for organizations that work to connect communities to the coast.
- Fund programs that provide camping equipment to lessen the financial burden of buying gear.



Jug Handle Creek Farm
and Nature Center
Mendocino County



Ford Ord Dunes
Campground
Monterey County



Big Sur Cabins
Monterey County



Port San Luis Harbor
Terrace Campground
San Luis Obispo County



Project Spotlight

Over the past 40 years, the Conservancy has funded numerous hostel and campground projects in unique and scenic coastal locations. Conservancy funds have helped establish new hostels in the cities of Santa Cruz, Monterey, and Santa Monica, which today provide 330 beds. We have also funded expansion of hostel facilities in Marin, Mendocino and Orange counties. A new campground in San Luis Obispo County with car camping, and walk-in and bike-in campsites is now in development because of Conservancy funding to design and permit the project. These facilities are cherished by visitors for their incomparable locations and diversity of programming. The Explore the Coast Overnight Program will create more facilities like these for Californians.

LEARN MORE

To learn more about the Conservancy's Explore the Coast Overnight Program and grant opportunities, please visit: scc.ca.gov/ETCO

Santa Monica Hostel
LA County



Crystal Cove
Cottages
Orange County



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Oakland, CA 94612
(510) 286-1015 • scc.ca.gov



Explore the Coast Overnight

EXPANDING OPPORTUNITIES
FOR ALL CALIFORNIANS
TO STAY ON THE COAST

Overnight Opportunities for All

The California coast is iconic for its golden sand, legendary surf and dramatic bluffs. It is a fundamental part of the Californian way of life and underpins our state's tourism economy.

Despite that, fewer and fewer Californians are able to afford a beach vacation in their home state. Nearly 60% of Californians never spend the night when they visit the coast. For Californians earning less than \$25,000 per year, that figure leaps to 75%.

Recognizing that the cost of an overnight stay is keeping Californians from their coast, the California State Legislature passed AB 250 (Gonzalez-Fletcher) in 2017 to create a Lower-Cost Coastal Accommodations Program within the State Coastal Conservancy. The purpose of the program is to help develop new and improve existing lower-cost accommodations within 1.5 miles of the coast or within the coastal zone. The program allows the Conservancy to develop pilot projects that support lower-cost coastal accommodations developed or operated by nonprofit and for-profit entities.

This program has been propelled forward by \$60 million in funding for overnight accommodation projects, split between the Conservancy and the California Department of Parks and Recreation, from Proposition 68, the 2018 California Drought, Water, Parks, Climate, Coastal Protection and Outdoor Access For All Act.

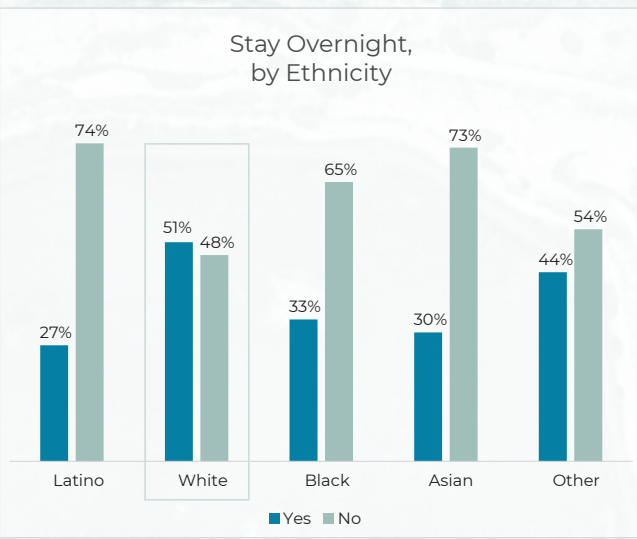
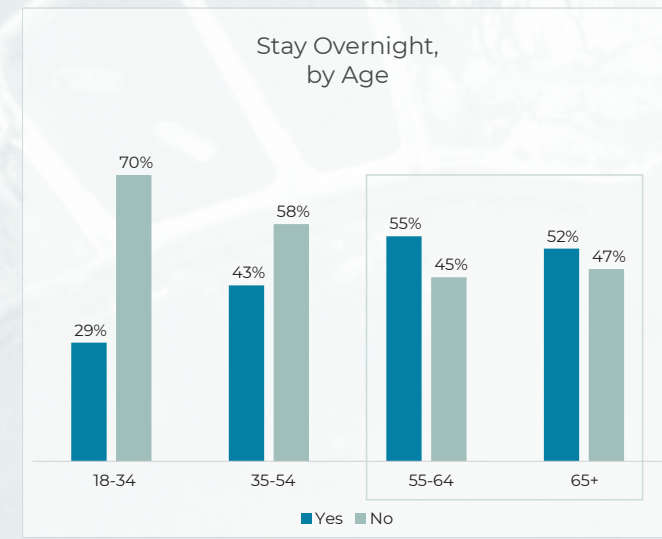
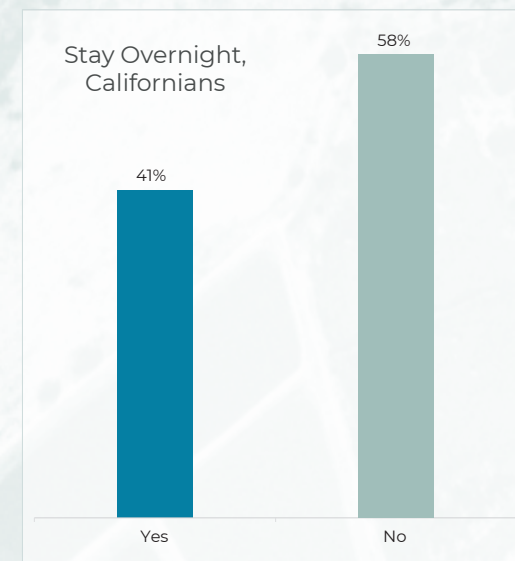
The Conservancy's Explore the Coast Overnight Program is using that \$30 million and other sources to fund capital projects and programming to expand overnight coastal experiences to more Californians. The coast belongs to all of us, and our right to enjoy it should not be limited by income.

Much Demand, Not Enough Supply



WHO STAYS AT THE COAST?

In 2017, the Conservancy conducted focus groups and statewide surveys on the topic of coastal access. We found that, although 90% of Californians have strong emotional ties to the coast and 70% wish they could visit more often, the majority of Californians never stay overnight at the coast. And the likelihood of staying overnight is strongly correlated with being older, wealthier and white.



WHAT'S AVAILABLE?

Though there are approximately 64,400 coastal accommodation units (i.e. hotel rooms, campsites) within a mile of the coast, only 21% qualify as lower-cost. Of that, most are campsites. In total, there are fewer than 5,000 lower-cost hotel rooms on the entire California coast available to California's 39 million residents.

The need for affordable overnight accommodations is most acute in the regions of the state with largest numbers of low-income families. This map shows the ratio of lower-cost coastal accommodations to low-income households within each region. In the densely populated Bay Area and South Coast – home to the state's most popular beaches – there are clear inadequacies in the number of lower-cost accommodations available.

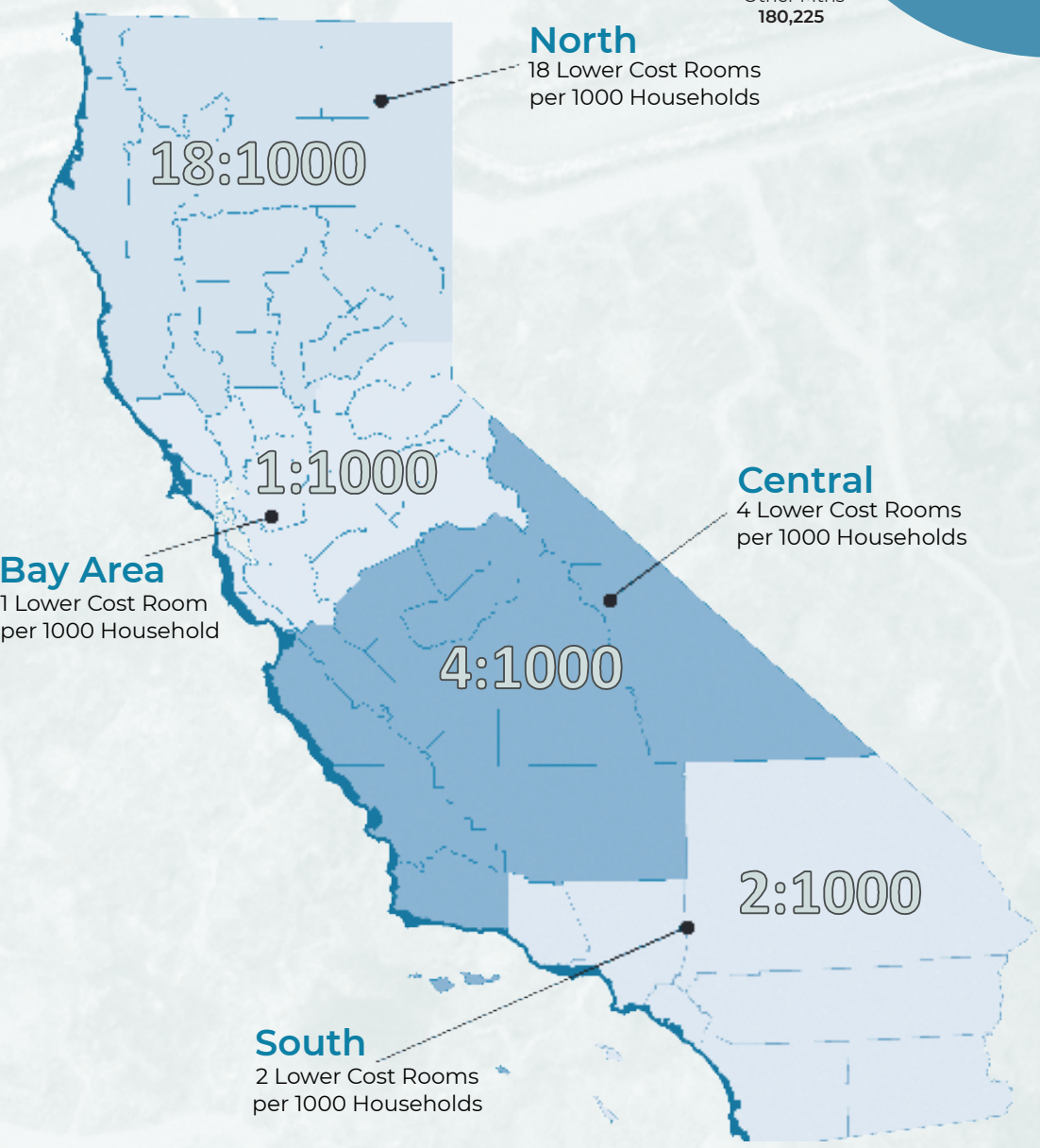
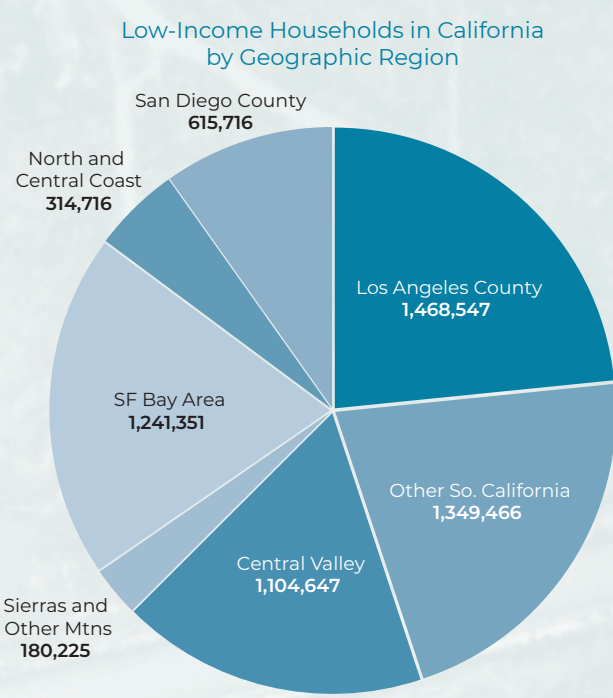


PHOTO CREDITS:

Cover: Steep Ravine, Marin County, *Wayne Hsieh*;

Left Panel: Crystal Cove, Orange County, *Felicia Wong*

Center Panel and camp fire image: Point Montara Lighthouse, *Neil Simmons*